

If impossible to be here in person, mail or send your orders to us without delay

C. H. GORDON & CO. 1727 SCARTH STREET REGINA, SASK.

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Ticklers

That will open a great many of those gum sealed pocket books. Men's "President" Police Suspenders, regular 50c value. Live Wire Sale Price **35c**
 Men's Heavy Working Braces, good strong web, Japanese leather ends, regular 25c and 35c values. Live Wire Sale Price **15c**
 Men's Good Heavy Work Sox, regular 35c value, 5 pair for **\$1.00**
 Men's Large Linen Handkerchiefs, 8 for **25c**
 Men's Fancy Four-in-Hand Ties, regular 35c value. Live Wire Sale Price **14c**
 Men's Fancy Lisle Thread Hose, regular 35c value. Live Wire Sale Price **19c**



Our Furnishing Stock Consists Only of the Finest and Best Money Can Buy

Shirts

Men's Fancy Negligee Shirts, pretty patterns, all sizes, regular \$1.00. Live Wire Sale Price **59c**
 Extra High-grade Fancy Negligee Shirts, all sizes, regular \$1.25 and \$1.50. Live Wire Sale Price **98c**
 Men's Fine Work Shirts in black and white stripes, regular 75c value. Live Wire Sale Price **39c**

Underwear

This Underwear is a consignment received at a great sacrifice if we purchased the large surplus. Contemplating this Great Sale, we took the chance. So you can look for something very special here.

Men's Balbriggan Underwear. A full range of sizes. Regular \$1.00 per suit. Live Wire Sale Price, per garment **25c**
 Men's Fancy Flesh Color French Balbriggan Underwear, all sizes, regular \$1.50 per suit. Live Wire Sale Price, per garment **49c**
 Men's Extra Fine Poria Knit Underwear, regular \$2.25 per suit. Live Wire Sale Price, per garment **75c**

Alterations Free

We have made special arrangements with our Tailors to make all alterations free during this sale. We also can guarantee rapid service, therefore eliminating any delay to our customers.

Overalls

Union made, regulation weights. We only carry one line and it speaks for itself. Live Wire Sale Price **75c**
 Regular \$1.00. Live Wire Price.....

Men's Suspenders

The "President" kind and the real article, regular price 50c. Live Wire Price **35c**

Ties

Fancy Four-in-Hand String and Hook-on Ties, all shades, regular 35c value. Live Wire Price **15c**

Shirts

Men's Black and White Striped Working Shirts, extra large size, regular 75c. Live Wire Price **39c**

Sox

Men's Fancy Lisle Hose, all shades. Only 500 pairs, so you had best hurry. Regular 35c and 50c. Live Wire Price..... **19c**

Handkerchiefs

Men's Linen Handkerchiefs, large size only, 25 dozen only. Come on. Regular 10c. Live Wire Price..... **3c**

Hats! Hats!!

We pride ourselves in having the latest Hat selections in the city. We must impress upon your mind right here that this is no accumulation of old junk, but the newest and latest New York shapes.

Men's Fine Derby Hats in various colors, regular \$2.50. Live Wire Sale Price **\$1.49**
 Men's Black and Brown Fedoras, Telescopes, Trainmen's and Rancher's Hats in all shades, regular \$3.50 and \$4.00. Live Wire Sale Price **\$2.25**
 Men's Fur Felt Derbies, the pick of our stock in fact, regular \$3.00. Live Wire Sale Price **\$1.95**
 Men's Crush and Fedora Hats, all sizes, regular 90c. Live Wire Sale Price **55c**



Shoes

Men's Fine Calf Dongola Kid and Patent Leather Shoes, all sizes, Goodyear welted, regular \$4.50 and \$5.00. Live Wire Sale Price **\$2.95**
 Men's Box Calf Bals, suitable as an every day or dress Shoe, regular \$3.00. Live Wire Sale Price **\$2.15**
 Men's Heavy Working Shoes, Blucher cut, regular \$2.25. Live Wire Sale Price **\$1.49**
 Men's Extra High-grade Grain Leather (Blucher cut) Working Shoes, regular \$3.00 and \$3.25. Live Wire Sale Price **\$2.15**

Odd Pants

Not the ordinary hand-me-down kind, but up to the minute both in workmanship and style.

Men's Fine Tweed and Worsted Pnnts, all sizes. A rare bargain at \$3.00 and \$3.50. Live Wire Sale Price **\$1.69**
 Men's Fine Scotch Tweed Pants, all sizes and the hand-tailored kind, regular \$4.50 and \$5.00. Live Wire Sale Price **\$2.65**

Important Notice

During the Eight Days of this Great "Live Wire" Sale, our store will be open until 9 p.m., in order to give the men who are employed during the regular business hours an opportunity to share in this bargain feast.

Store Now Closed—"Live Wire" Holds the Key

And not a single soul can buy a dollar's worth until the locks are released by his live wire hand. Door opens and

SALE BEGINS FRIDAY, MAY 28, 9 a.m.

The Greatest Buying Proposition You Ever Faced in All Your Life

Not a single suit, cravanette or oercoat to be carried over, no matter if we don't get half cost out of them, and down goes every price. It's a sale that should interest every man with clothes to buy, for it affords you the opportunity to buy the best and finest of high-grade custom tailored clothing at actually less than wholesale cost. Come, if only to see. Such values as these should startle the town from end to end. The more you know about clothes the better you'll be satisfied at this sale, for the bargains are unprecedented here or elsewhere.

\$9 and \$10 Suits for \$4.95

Good, All-wool Business Suits, well made, slightly and stylish, plain colors and fancies, single and double-breasted, all sizes. Suits that up till now have sold at \$9.00 and \$10.00, all reduced, marked down and slaughtered at, choice **\$4.95**

\$16.50 Suits for \$9.45

All A1 Dress and Business Suits; handsome, elegant garments; the products of the best tailors, plain blacks and blues and fancies, best linings and trimmings. Suits that cost \$16.50. Choice **\$9.45**

\$22.50 to \$25 Suits for \$14.45

Finest and highest grade men's fashionable garments. Suits that are equal in every way to the best turned out by custom tailors. Single and double-breasted, all colors, in plain and fancy effect. Same identical garments that up till now have sold at \$22.50 to \$25.00. All go now **\$14.45**



\$8.40 Overcoats for \$4.45

All good, heavy weight; in box, three-quarter and full lengths; in solid black and Oxford effects, good heavy linings and best trimmings, some with velvet, most all sizes in the lot. Overcoats that are worth \$8.40 of anybody's money. Choice **\$4.45**

\$12 Overcoats for \$6.95

Overcoats fashioned after the season's latest models; in black, blues, greys, fancies, etc.; three-quarter and full lengths; made of the best all-wool kerseys, Meltons and novelties; everyone hand-tailored and made for fine wear. Overcoats you can't match anywhere for \$12.00. Your choice **\$6.95**

\$16 Overcoats for \$8.50

All high-class, custom tailored garments; the best production of the best makers, plain colors and fancy effects, silk velvet and cloth colors, plain or patch pockets, many with fancy cuffs. Go through the lot and pick out the best. Choose a \$16.00 Overcoat in this great sale at, choice **\$8.50**

WHEN YOU SEE THE
"Live Wire"
 Sign
 COME IN AND INVESTIGATE

C. H. GORDON & CO.

1727 Scarth Street, Regina, Sask.

LOOK FOR THE
"Live Wire"
 Sign
 IT WILL SAVE YOU MONEY